



Website Audit for Apple Ford of York



Apple Ford of York currently enjoys good SERP rankings but can be optimized to reach a wider area of the Ford market in Eastern Pennsylvania and beyond. The below outline is a quick yet thoughtful overview of the various aspects we found.

➔ Critical Website Errors

Expert website management services means your website will be free from errors which could potentially tarnish not only user experience, but browser rankings as well. Here is a selection of errors we found in our audit:

- Copy in footer of Used Inventory page – Ford Fiesta is linked, but there is no inventory, and likely there won't be inventory very frequently.
- *Ford Commercial Vehicles* page. Under Buy or Lease a New Ford Truck near Me section, the copy inexplicably cuts off or is incomplete.
- *Schedule Service* page – In the copy down below, the hyperlinked "Ford-endorsed Omcnicraft" leads to a 404 Error.
- No Actual New Car Specials on *New Car Specials* page - Recent Automotive Surveys have shown that if a dealer doesn't have specials listed, dealers are likely to lose business to another competitor who does!

➔ Keyword Ranking

Using persona building, we chose an array of keywords that a potential customer living in York, Pennsylvania might use in a search engine such as Google to locate a new and used dealership specializing in Ford vehicles: *ford dealership near me, ford near me, ford for sale york pa, new ford at dealership, used cars near me, used ford dealership near me, best deals on ford near me, ford f-150 on sale, ford service near me, and ford explorer near me.*

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For someone searching in York, the following rank Apple Ford in the Top 10 (the first page) of SERP results:

- *Ford dealership near me, ford near me, ford for sale york pa, ford service near me, best deals on ford near me and used ford dealership near me* **all rank 1st**, at the very top.
- *new ford at dealership* ranks 2nd, behind a local competitor.

The remaining keywords cited above (*Used cars near me, ford f-150 on sale, and ford explorer near me*) did not rank this website within the Top 10 of SERP results, but the big picture overall suggests applefordyork.com enjoys high visibility for those searching for a new ford in York. However, there are competitors in the area that are clearly vying for their share of search engine visibility.

A good overall KPI with respect to SEO would be to strive for Apple Ford to remain vigilant to defend its visibility in the York metropolitan area, and then identify room for improvement and act accordingly with regard to any of the other keywords shown above that did not rank in the Top 10. Using combined human and artificial intelligence, an SEO professional will research other search keywords that would have a positive impact on the business and either fine-tune or create new site content that utilizes them in order to rank even higher, potentially growing the visibility radius to include communities outside of York. Without it, our studies show that 75% of people searching on Google will not go past the first page of search results, and most potential customers will click a competitor's page before going down that far.

How Can Pin-Up Marketing Help

Using combined human and artificial intelligence, our team would research other search terms that would have a positive impact on the business and either fine-tune or create new site content that utilizes those terms in order to rank even higher. Along with that approach, we would employ the following strategies:

- **Long-Tail Keywords:** In the form of queries such as “What Ford truck has the most horsepower?” are more specific and targeted than the “short-tail keywords” featured in our search engine rankings above, and they often reflect the user's intent more accurately. By incorporating long-tail keywords in their SEO strategy, Apple Ford can attract more qualified leads and increase their chances of converting website visitors into customers (<1 month).
- **Optimizing Site Metadata:** Initial review suggests that the site has room for improvement with regard to fine-tuning the content for SEO purposes. Using our experience, responsiveness, and enhanced artificial intelligence, our team will begin by improving on-site SEO by optimizing site meta-data and adding crucial keywords to site content to increase search engine crawlability. We can create pillar pages with optimized content that attracts potential customer interest with the emphasis on establishing a wider presence throughout the York, Pennsylvania area and beyond. (<1 month).

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- **Establishing more backlinks and removing ones from sites with low or potentially toxic authority:** A cursory backlink analysis shows further opportunity to create relationships with other online entities and develop linking opportunities to the site in order to keep competitive with new and used auto dealers throughout the area. Establishing more backlinks that lead to Apple Ford of York will get the attention of search engines and create even better SERP rankings overall, over time. In this case, the most sound approach is to discover the backlinks the competition has and not only match those, but surpass them. A high number of clean, organic links to your website will boost site authority and beat out competitors (ongoing).
- **Work towards a website that is not a “one size fits all” approach:** Our user experience review shows generic content and aspects of the front page that suggest a “one size fits all” approach to maintaining the website. A skilled webmaster can help curate locally specific content that highlights the unique value proposition of the business, such as its competitive pricing, special promotions, or exceptional customer service, and remove aspects of the site that likely will not impact local customers in a meaningful way. This can help the business stand out from competitors and attract more qualified leads (ongoing).

Outlook

If we meet these challenges head on and implement the suggestions shown above, experience suggests that Apple Ford of York could start seeing better search engine results **within three months**. During this timeframe, more pillar pages (with greater emphasis on making your site attractive to visitors from throughout the area) will be created, more content will be added to the page with optimized keywords, sitemaps will be regularly submitted to Google Search Console for indexing, and the rest of our marketing team will surely contribute in many other factors to deliver the best possible experience and results for you and your customers.

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